

# Building Your Marketing Plan

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# Identify your target audience

1. Know your area's demographic information.
2. Identify groups of significant size that are unlikely to live in your housing units.
3. You do not need to focus specifically on race.

Consider any of the following:

Race

Gender Identity

Creed

Sexual Orientation

Family Status

Persons with Disabilities

National Origin

Religion

Age

# Example

Ames, IA

## the skinny on:

# 50014

(AMES IA)

**General Information:**  
Latitude: 42.033235  
Longitude: -93.667415  
Population: 29541  
Density: 580.25  
(people per square land mile)  
Housing Units: 9049  
Land Area: 50.91 sq. mi.  
Water Area: 0.04 sq. mi.

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AdChoices

**Social Indicators**

Educational Achievement: (among people 25 years or older)	Marital Status: (among people 15 years or older)
Less than 9th grade: 1.3%	Never married: 66%
9th-12th grade (nongrad): 2%	Married: 29.3%
High school graduate: 10.6%	Separated: 0.4%
Some college: 16.9%	Widowed: 1.4%
Associate degree: 5.4%	Divorced: 2.9%
Bachelors degree: 31.5%	
Graduate/Professional: 32.3%	
High school or higher: 96.8%	
Bachelors or higher: 63.8%	

**Economic Indicators**

Household Income	Occupation (among employed persons over 16)
<\$10,000 11.8%	Mgt./Professional 46%
\$10,000-\$14,999 8%	Service 17.5%
\$15,000-\$24,999 16.3%	Sales/Office 23.7%
\$25,000-\$34,999 11.4%	Farm/Fishing/Forestry 1.7%
\$35,000-\$49,999 14.4%	Construction/Extraction/Maint. 4.4%
\$50,000-\$74,999 15.1%	Production/Transportation 6.7%
\$75,000-\$99,999 9.3%	
\$100,000-\$149,999 8.2%	
\$150,000-\$199,999 2.6%	
\$200,000+ 2.9%	

**Stability/Newcomer Appeal:**  
Same home 5+ years: 24.1%

**Unemployment/Poverty**  
Unemployed 4.6%  
Below Poverty Line 23.7%

Median Household Income: \$37,289

Green = Above U.S. Avg Red = Below U.S. Avg  
Red blg. = Above U.S. Avg Green blg. = Below U.S. Avg

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## demographics:

Race	Age			
	Male	Female	Both	
Hispanic/Latino: 2.1%	% of Males	% of Females	% of All	% of All
White*: 86.8%	0-9 years: 5.7%	6.7%	3%	6.2%
Black*: 2.5%	10-19 years: 21.3%	11.7%	24.3%	11%
Native American*: 0.1%	20-29 years: 48%	26.3%	39.3%	17.8%
Asian*: 7.2%	30-39 years: 7.5%	4.1%	7.9%	3.6%
Hawaiian/Pacific Islander*: 0%	40-49 years: 7.2%	3.9%	8.6%	3.9%
Other*: 0.1%	50-59 years: 5.1%	2.8%	6%	2.7%
Multiracial*: 1%	60-69 years: 2.8%	1.5%	3.3%	1.5%
	70-79 years: 1.6%	0.9%	2.2%	1%
	80+ years: 0.8%	0.4%	1.9%	0.8%
	All Ages: Male: 54.8%	Female: 45.2%		
	Median Ages: 22 yrs.	21.8 yrs.	21.9 yrs.	

\* Does not include individuals in this racial group who identify as Hispanic/Latino.

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# Identify Your Advertising Outlets

- What best reaches the target audience you identified earlier?
- Be creative and think local.

# Example – Ames, IA

- Asian Grocery Stores
  - Asia Foods Store (Lincoln Way)
  - Ames Asia Market (Wheeler St.)
  - Ames Asia Market West (Dotson Dr.)
- African-American Churches
- Hispanic Publications

# Creating Your Marketing Pieces

- Think from the perspective of your target audience.
  - Why would they want to live in your facility?
  - Consider translating your pieces.
  - Be sensitive to the special needs of certain groups.
- Include the Equal Housing Opportunity logo or statement on all pieces.
- Publicly display your marketing plan at your facility.

# Example – Ames, IA

## Asian Grocery Stores

- Asia Foods Store (Lincoln Way)
- Ames Asia Market (Wheeler St.)
- Ames Asia Market West (Dotson Dr.)

Mention that you are conveniently located only two blocks away.

# Documenting

- Record and document the actions and results from your marketing plan.
- File copies of all advertising pieces.
- Keep a record of marketing contacts and which target audience group(s) each one has an association with.